Facebook Coordinator's User Guide

From the Office of Instructional Technology and Learning Services, San Antonio ISD

SAISD Social Media Sites

for Campuses, Departments, and Programs

Updated 03/26/2014

San Antonio ISD Non-Discrimination Statement

San Antonio ISD does not discriminate on the basis of race, religion, color, age, national origin, sex, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; section 504 of the Rehabilitation Act of 1973, as amended.

Es norma del Districto Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, edad, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo requiere el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

SAISD Copyright 2014

May be reproduced for non-profit, educational use so long as credit is given.

SAISD
Facebook Initiative

TABLE OF CONTENTS

Table of Contents

Topic **Page(s)**

Managing your Social Media Message (Do's and Don'ts) ..... 3 - 5

User Manual

How to get started
- To create a Facebook account 6

How to access your SAISD Facebook Page
- To receive your content creator email 6
- To view all Pages under your account 6
- To access Facebook from a District computer 6

Parts of the Facebook page 7
Your Page Info - Complete the following 8
Your Page Settings (changed by the Site Admin) 9
Monitoring your Page for Comments 10
Notification Window
- Parts of the Notification Window 11
- Types of Notifications 11

How to upload content to your Facebook page
- Uploading Photos/Creating new albums 12
- Uploading videos (Linking to videos hosted on vzaar.com) 12

Online video tutorials

Facebook Comments and Reviews Explained [Transcript] 13
How to create a Cover Photo using PowerPoint [Transcript] 14
- Cover Photo Online Resources 14

Resources

Glossary of Terms ..... 15 - 16
Forms
- Administrative Procedures for Electronic Media Use (Social Media, E-mail, Texting) ..... 18 - 21
- Guidelines for Publishing to the Internet ..... 22 -24
- FORM F26-B, Publishing Permission From 25
- FORM F26-B/SP 26
- FORM F33-A, Permission to Photograph, Videotape, or Audio Record 27
- FORM F22-A/SP 28

Helpful Links 17
Facebook Initiative Summary 29
Facebook Email to Supervisors ..... 30 - 32

MANAGING YOUR SOCIAL MEDIA MESSAGE

By using your campus/dept/program Facebook Page to reach a new virtual audience.

Facebook can be a powerful communication tool for SAISD campuses, departments and programs, allowing each to relay key messages to a virtual audience and to build community in the process. Given the widespread popularity and use of Facebook, we want to make this tool accessible to our employees as one way of communicating with parents, community members and other key stakeholders. However, it's important to remember that Facebook should complement, not replace other channels of communication with stakeholders, such as letters home, PENS telephone messages and the campus/department/program website.

The primary goal of launching a Facebook page is to share positive news about your campus, department or program. The page also may be used as one vehicle to communicate important information, including upcoming meeting dates or important deadlines.

To ensure successful Facebook use, we have created the following guidelines for campus principals, department heads and program directors who choose to create a page. In addition to these guidelines, these employees must follow all SAISD policies and procedures on social media use, including Administrative Procedure D36 and policy DH(LOCAL).

Please note that all Facebook pages established by an SAISD employee, or vendor acting on behalf of an SAISD employee, must be set up in coordination with our Instructional Technology Department, 554-2430.

Our Social Media Rules of Engagement

As a District, we look forward to learning the great things that are happening at your campus and ask that you review and adhere to our Rules of Engagement below to help us achieve our goal of constructively engaging with parents and community members.

DO:

- ✓ Create a Facebook page if you are a certified or licensed employee (which includes teachers, counselors, principals, librarians, paraprofessionals, nurses, educational diagnosticians, licensed therapists, and trainers). All other employees must receive written permission from the campus principal or Superintendent before creating a Facebook page.
- ✓ Contact Instructional Technology (554-2430) to get started in establishing a Facebook page for your campus, department or program.
- ✓ Limit your posts to matters that fall within the scope of your professional responsibilities. This means talk about school events and activities, not personal stuff.
- ✓ Create a new Facebook page and profile for school use only.
- ✓ Monitor your social media website regularly and be aware of what is being posted to the site.
- ✓ Remove any insults against an individual or posts that include inappropriate language or that are hateful, threatening, malicious or discriminatory.
- ✓ Post to your social media site regularly (at least every other day), but be judicious.
- ✓ For students' whose photos are posted to your page, be sure their parents have signed F33-A Photograph Permission Forms and do not identify the students by name.
- ✓ Remember your primary audience, which is parents and community members, to help you decide what items are appropriate to post.
- ✓ Write like you speak. Be informal but not sloppy. Always read a message at least twice before hitting post to avoid making spelling or grammatical errors.
- ✓ Be informative, engaging and entertaining, but don't be annoying.
- ✓ Coordinate with the Communications Department (554-2250) prior to posting information about emergency situations.
- ✓ Remember, social media is about two-way communication. Be sure you interact with your followers.
- ✓ Respond quickly to comments, questions and concerns.
- ✓ Have two other administrators in addition to yourself to ensure quick access in case you are out or not available.
- ✓ Like the SAISD FB page to cross-promote
- ✓ Set your privacy settings so that all posts are open to the general public, or at a minimum open to all campus administrators and the parents of any participating students.
- ✓ Receive a signed copy of the D36-A parent permission form only if the Facebook page is password protected and not open to the general public. If the page is open to the public, no parent permission is required.
- ✓ Open conversation, not personal issues. This page is not intended to circumvent regular communication channels for sharing personal issues and concerns. Comments regarding a personal issue with campus or District employees, or the school, will be removed.
- ✓ Be respectful. Personal attacks or comments that are deemed offensive to another person, as well as inappropriate remarks or profanity, will be removed.
- ✓ Be aware of the audience. Please make certain your comments are appropriate for an educational environment and fans of all ages.

Our Social Media Rules of Engagement, continued:

- ✓ Refrain from pitching products or furthering your political campaign. We encourage you to instead publish a personal Facebook page so that ours may be used for sharing news and insights about our campus.
- ✓ Stay on topic. This is a page dedicated to the education of our students. Let's keep the conversation related to our school and its activities.
- ✓ Be factual. Blatantly inaccurate information will be removed.
- ✓ Contact specific employees privately rather than through this page.
- ✓ Understand the repercussions. This page is yours, and we want you to feel comfortable sharing your views about our campus. Just know that abuse of the above guidelines can lead to removal of a specific posting or the blocking/removal from our fan page.

DON'T:

- ✓ In compliance with FERPA, do not post personally identifiable information about students.
- ✓ Do not establish a social media site without being fully familiar with whatever platform you have chosen.
- ✓ Do not use your personal profile to interact with your community; be sure that you switch the use setting from your personal page to that of your campus, department or program page as soon as you log in to Facebook using your personal account.
- ✓ Do not use social media as your only means of communication with your audience, whether they're students, parents or community members.

SAISD
Facebook Initiative
USER MANUAL

Changes to your SAISD Facebook page should be completed through a Facebook account created by your SAISD email account, not a personal one (i.e., Yahoo, Google, Hotmail, ...).

How to get started

To create a Facebook account

1. Go to http://www.facebook.com/
2. Create a free account using your SAISD email account information:

   Type in the first three letters of your first name, your last name and your complete SAISD email address. Make sure to type in a new Password not related in any way to an existing password.

3. Enter your Birthday *(pick a year before)*.
4. Choose your Gender.
5. Click the 'Sign Up' button.
6. Please skip 'Step 1: Find your friends', 'Step 2: Fill Out Info', 'Step 3: Choose Interests', and 'Step 4: 'Add Profile Pic'.
7. Click the 'Save & Continue' button.
8. The Welcome to Facebook page will appear.

You must confirm your email address with Facebook.

1. Sign in to your SAISD email account.
2. Open the confirmation message from Facebook.
3. Click on the 'Get Started' button to confirm your email account.
4. This will take you to your Facebook Home page.

How to access your SAISD Facebook Page

To receive your content creator email

1. After you have confirmed your Facebook account, the instructor will add your email to your Page's 'Admin Roles' as a Content Creator.
2. Check your SAISD email account for your 'Content Creator of your Page's Name' from Facebook.
3. Click the 'Visit Page' button to gain access to the site.
4. Log into the site using your District's email and your Facebook password.

To view all Pages under your account

1. Click the Facebook logo located in the left hand corner.
2. View the Pages under your account.
3. To access a page, click on the Page's name.

To access Facebook from a District computer

1. Facebook Coordinators that complete the certification process will be added to District's 'Facebook Access List'. Please look for an email from ITLS that will inform you of when you will be able to use Facebook on our District computers.

Parts of the Facebook Page

facebook
Settings
Logout
Create Page
Recent
2010s
2009
THIS IS SAISD
SAISD "History in the Making"
Follow
2,099 likes · 9 talking about this · 215 were here
Organization
Welcome to SAISD's official facebook page!
Please Note: Any inappropriate content will be
About · Suggest an Edit
Photos
Likes
2,099
Map
Events
Highlights
SAISD "History in the Making"
about an hour ago
It's the season of giving, a
chenck ES and Foster ES staff are doing just that by
together to help two families who lost all of their belongings in a fire just before Thanksgiving. In this photo, a Schenck ES teacher sorts through donations the school has collected.
SAISD "History in the Making"
November 22
Barkley-Ruiz ES 4th-graders drew on our city's rich history today using costume and props to re-create scenes that portrayed the culture and living conditions at our missions.
1
2
3
4
5
6
7
8

1. Access your Page - Click to navigate to your Page.
2. Profile Picture - Should contain the District's 'This is SAISD' button graphic.
3. Cover Photo - A large picture that is visible on the top of your Page. It doesn't have to be a picture of your school,. Instead it should show student activities, interest or engagement.
4. Quick Summary - Basic information concerning the school (name, address, long description, mission, founded, awards, phone number, and website).
5. About button - Used to edit the school's profile information.
6. Favorites bar - Used to add and remove Facebook Apps, such as Photos, Events, Likes, Map, and Videos.
7. Timeline - Includes your posts and activities.
8. The Publisher - Where you can share information on Facebook.

Your Page Info - Complete the following

1. **Address** (Enter your physical address to your campus/dept/program) _____
2. **Short Description** (Appears below Profile Pic and must be less than 150 characters) _____
3. **Long Description** (Should include information about your organization, such as Mission, Awards, Projects, ...) _____
4. Mission (Enter the District Mission Statement) **To transform SAISD into a national model urban school district where every child graduates and is educated so that he or she is prepared to be a contributing member of the community.**
5. **Founded** (Enter when your campus/dept/program was founded and the names of the founders) ___
6. **Awards** (Enter any recent campus/dept/program awards) _____
7. Skip **Products**
8. **Phone** (Enter your campus/dept/program phone number) _____
9. **Email** (Enter the campus/dept/program Facebook Coordinator's district email address) _____
10. **Website** (Enter the campus/dept/program website address) _____
11. Skip **Official Page**

Your Page Settings (changed by the Site Admin)

Default settings for your Facebook page are controlled by the System Admin at the District Level. Changes can be made, by the *Content Creator* must send an email to the Sys Admin requesting the change.

By default, all Facebook pages are set to 'Page Visibility = Page unpublished' and 'Posting Ability = No one'.

Yes	No	Setting	Description
○	○	Page Visibility	Page unpublished.
○	○	Posting Ability	No one can post to my Page timeline . No one can add photos and videos to my Page timeline .
○	○	Post Visibility	Hide posts by others that appear on my Page timeline. Do not highlight recent posts by other people on my Page timeline.
○	○	Post Targeting and Privacy	Turn on privacy and News Feed targeting so I can control the privacy of new Page posts.
○	○	Messages	People cannot contact my Page privately.
○	○	Tagging Ability	Only Page admins can tag photos posted on my Page.
○	○	Notifications	Notifications to your page (when people post, comment, or send a message to your Page) will be emailed to the District Facebook Administrator at saisdsocialmedia@saisd.net. The email will then be sent to the Campus/Department/ Program Facebook Coordinator's SAISD email account.
○	○	Country Restrictions	Page is visible to everyone.
○	○	Age Restrictions	Page is shown to everyone.
○	○	Page Moderation	Post containing 95 not safe for work (NSFW) words will be blocked by Facebook.
○	○	Profanity Filter	Set to strong.
○	○	Similar Page Suggestions	Choose whether your page is recommended to others. Your Page will be included when SAISD recommends similar Pages to people on their Page timeline.
○	○	Replies	Comment replies are turned off on your Page.
●	●	Merge Pages	Merge duplicate Pages.
●	●	Remove Page	Delete your Page.

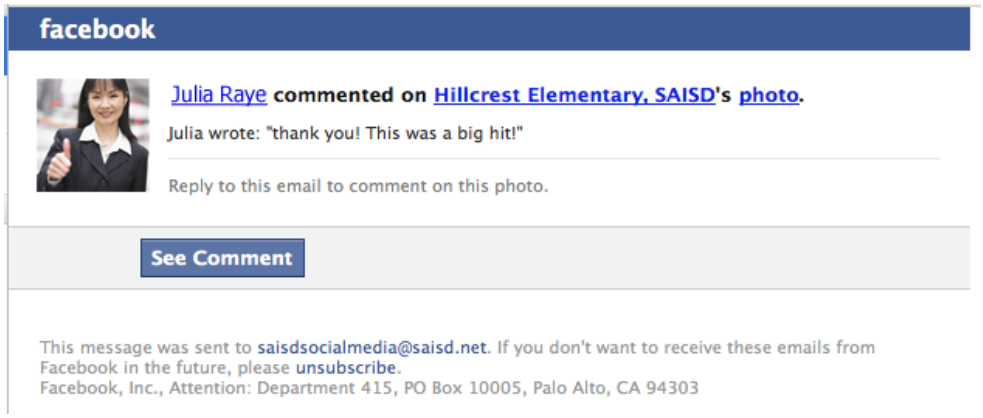
Monitoring your Page for Comments

By default, posting comments to your page has been 'turned off' allowing you as a Facebook Coordinator time to get familiar with managing your Facebook Page.

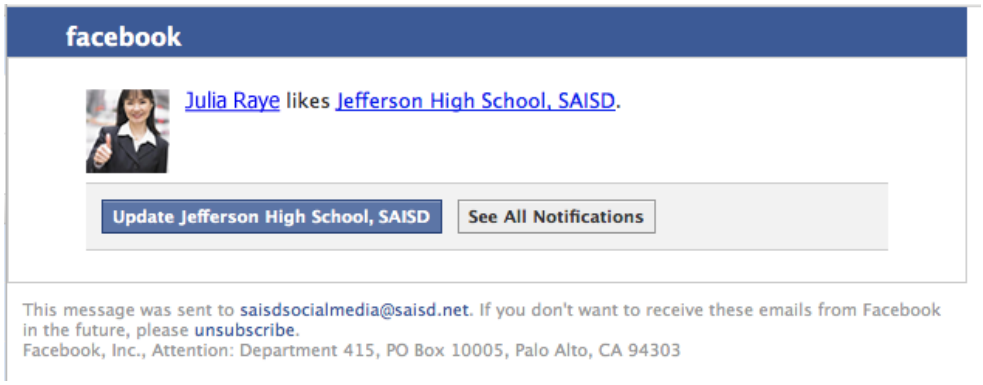
But, we've noticed that the Page Settings for the web version of Facebook is not the same as the mobile version of Facebook App found on Apple, Google App, Android devices. In other words, users may not be able to add comments to your Facebook page online, but they can post comments using the Mobile version of the Facebook.

To assist with monitoring comments posted to your Facebook page, the District Facebook Administrator (saisdsocialmedia@saisd.net), will email the following notifications to the Campus/Department/Program Facebook Coordinator's SAISD email account:

- Notification/email for comments

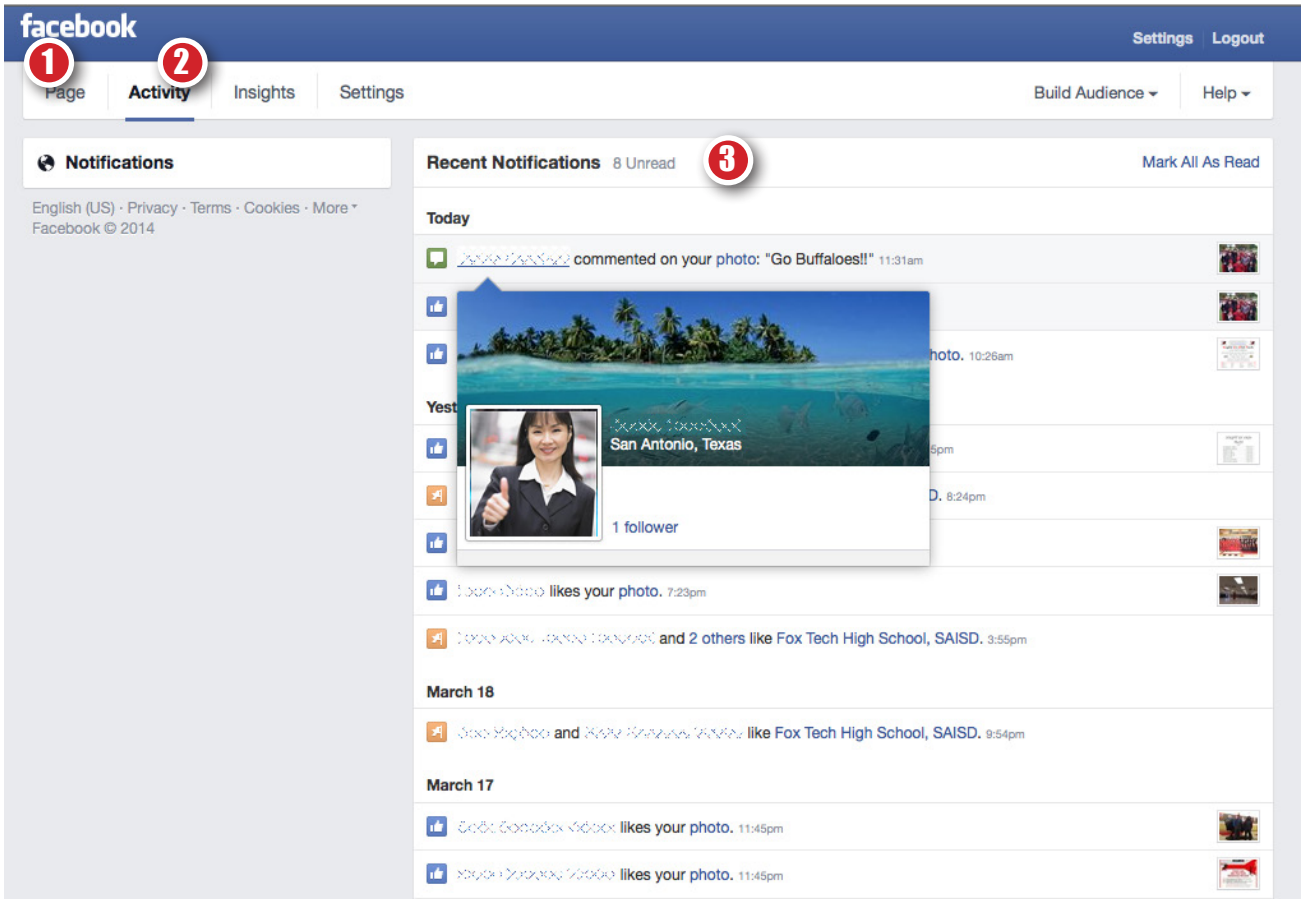

facebook
Julia Raye commented on Hillcrest Elementary, SAISD's photo.
Julia wrote: "thank you! This was a big hit!"
Reply to this email to comment on this photo.
See Comment
This message was sent to saisdsocialmedia@saisd.net. If you don't want to receive these emails from Facebook in the future, please unsubscribe.
Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303

- Notification/email for likes


facebook
Julia Raye likes Jefferson High School, SAISD.
Update Jefferson High School, SAISD
See All Notifications
This message was sent to saisdsocialmedia@saisd.net. If you don't want to receive these emails from Facebook in the future, please unsubscribe.
Facebook, Inc., Attention: Department 415, PO Box 10005, Palo Alto, CA 94303

Facbook Coordinators will also be able to see all other notifications (when people post, comment, like, review, or send a message to your Page) in the Notification Window located in the Activity/Administrator Panel at the top of your Page.

Parts of the Notification Window



1. Administrator Toolbar
2. Activity section - Contains the Notification Area
3. Recent Notification table - Table containing your Page notification separated by date and time.

Types of notifications

- A user has 'liked' your Page.
- A user has 'liked' your status or photo.
- A user has commented on your Page, photo or status.
- A user had shared a photo.

How to upload content to your Facebook Page

Uploading Photos/Creating new Albums

1. Click Add Photo/Video at the top of your homepage.
2. Pick Create Photo Album.
3. Pick the image files you want to upload. To pick multiple photos at once, hold down the Control button on your PC, or the Command button on your Mac, while clicking the image files.
4. While your files are uploading:
   - Add an album title and description
   - Use the audience selector to choose who can see the album (Note: If you tag people, their friends will be able to see the pictures they're tagged in)
   - Add captions, tags, and locations to photos as each one finishes uploading
5. Check the progress bar to see the estimated remaining time for your album upload. Once it's complete, click Post Photos.

Source:
facebook.com. How do I upload photos and create a new album? Retrieved January 09, 2014, from https://www.facebook.com/help/174641285926169.

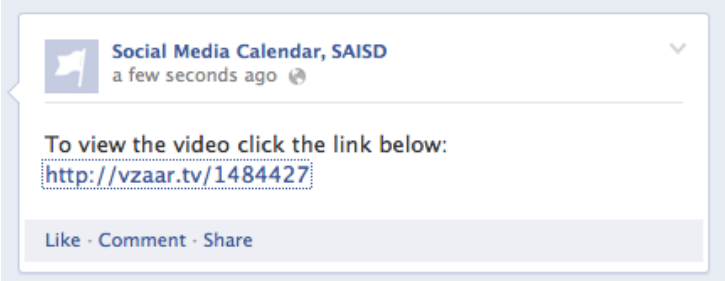
Uploading Videos (Linking to videos hosted on vzaar.com)

According to the District's Guidelines for Publishing to the Internet or Web Publishing Guidelines:

Policies and Procedures
All content published via the Internet must comply with the following:
...
4. All district Web publications will reside primarily on the District's network server/s.

To comply with the policy above, please use the following steps to upload your video to an approved District video hosting service, vzaar.com.

1. Have your Video Hosting Service (VHS) Coordinator upload your video to vzaar.com and make the video publicly accessible by turning the 'make video private' setting off.
2. The VHS Coordinator will need to provide you with the video's URL, http://vzaar.com/videos/######
3. Paste the video link into your Facebook post for users to click on (see example below):


Social Media Calendar, SAISD
a few seconds ago
To view the video click the link below:
http://vzaar.tv/1484427
Like · Comment · Share

SAISD
Facebook Initiative

ONLINE VIDEO TUTORIALS

We've noticed that the Page Settings for the web version of Facebook is not the same as the mobile version of Facebook App found on Apple, Google App, Android devices. In other words, users may not be able to add comments to your Facebook page online, but they can post comments using the Mobile version of the Facebook.

Facebook Comments and Reviews Explained [Transcript]

00:03 This is Tonya Mills form the Office of Instructional Technology. In this short video, I am going to go over what exactly is going on with the comment sections that we have in Facebook.

00:13 During the actual training, I went over the fact that many of the settings that we have within Facebook we've customized so that you are not able to see or contribute to the Facebook Page by using the comment option.

00:29 But as you see here, when your user goes to your Facebook Page, they will see the Facebook Page comment option. When they log in to add the comments, it will not be there.

00:40 So, I'm going to go over Herff Elementary School real quick...So on Herff Elementary School, this is the front page. I'm logged in as the actual administrator and you will see down here toward the bottom it will actually show 'Like' and 'Comment' as an option.

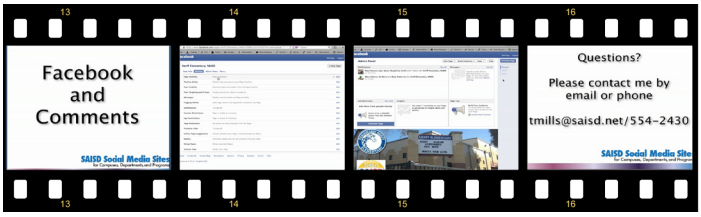
01:03 I'm going to go to the 'Settings' page which is actually maintained by the District level and you'll see that the 'Posting Ability' and 'Posting Visibility' have been turned off along with the 'Notifications', and also along with the 'Reply' option down here toward the bottom.

01:33 Anytime you want to start using the 'Comments', make sure that you send me an email and I will turn these setting back on.

01:41 But as they're set, it should be that no one will be able to add comments to your Facebook Page without you knowing it.

02:12 What I'm going to do is go ahead and log out as a user and view the actual Facebook Page for Herff as a parent.

02:28 So here you have the Herff Page. I haven't logged into Facebook yet, but you can see down here towards the bottom, I have the option of adding a comment.



- View the video at **http://vzaar.tv/1484427**

Or click the above image to play the video in a pop-up window.

02:41 I'm going to go ahead and log in as an average user. And I'm going to navigate back to the Herff Page.

02:54 You'll see that the *Comment Option* is not given. So what your users will experience is when they go to your Page they will see the *Comment Option* if they are not logged in, but once they log in the *Comment Option* is gone.

03:10 So if this is a concern for you, feel free to go ahead and contact me (but) unfortunately this is one of the options that is built into Facebook that I, myself, can not change. Once again, please discuss this with your campus administrator, 'the *Comment Option* has been turned off, but your users will see if they go to the general Facebook Page, a *Comment Link*, but when they log in (to Facebook) it will not be there.'

03:39 Another concern that we may have is for 'Reviews'. The reviews are part of our actual Facebook Pages and I have not been able to locate an option to turn that off. So every though your users will not be able to add 'Comments', they still can go through the process of adding 'Reviews'.

03:56 So what you need to make sure of is that still continue to check your Facebook Page, that you consistently check your Facebook Page for 'Reviews' and if the 'Reviews' themselves are not positive you may want to consider deleting or removing them.

04:16 *End of Transcript*

How to create a cover photo with MS PowerPoint [Transcript]

00:01 This is Tonya Mills form the Office of Instructional Technology. In this short video, I am going to show you how to make a Cover Photo for your Facebook Page using the program Microsoft PowerPoint.

00:13 The first thing you want to do is open up the Microsoft PowerPoint program. Create a presentation with the following slide dimensions, for the width you want 11.82 (inches) and for the height you want 4.38 (inches).

00:28 Or feel free to download the exercise file, which contains a PowerPoint presentation with the proper dimensions and a location for the SAISD mascot for your school and the SAISD Profile Picture.

00:44 So the cover photo that we are going to try to remake is based on the 'Dustin' example that you see here. This will require that you have at least five photos that you want to use in the cover photo.

00:56 So let's switch back over to the PowerPoint. Inside the PowerPoint program, select the rectangle. Click and drag and resize the rectangle so that it covers up the entire slide. Right click on the rectangle and send it to the back so that it's behind your images.

01:14 You might want to also change the color of the rectangle to suit. For this example, I'm going to use a dark blue.

01:29 Once you've chosen the color, let's start inserting your pictures. Click on 'Insert Picture from File' (and) navigate to the folder that contains all of your images and insert your first picture.

01:54 The first picture I'm going to insert is the actual logo for the campus. If you're missing the logo for you campus, please send me an email and I'll send it back to you as an attachment.

02:09 SAISD has official logos for all campuses. They have a certain 'look' and 'feel'. So please use the official logo on your Facebook Page.

Creating a Cover Photo for Facebook using PowerPoint
Tynan Tigers are TERRIFIC!
Questions?
Please contact me by email or phone
tmills@saisd.net/554-2430

- View the video at **http://vzaar.tv/1485561**

  Or click the above image to play the video in a pop-up window.

- Click here to download the Exercise file for this video or go to http://nova.saisd.net/storage/uploads/ITLS/FB_Covers_exercise_file.pptx

02:23 So, I'm going to go ahead and add the second picture to the presentation. Each picture I add from now on, I'll resize and place a frame around it so that it stands out.

02:48 As you go through the process of adding your pictures, resize and change the actual arrangement sending your photos either the back or to the front. Often go back and forth between the example to check to see where you are so far.

03:03 Now here you see some examples of completed cover photos. For the first one we have alternating pictures, the third (second) the pictures are arranged in a ribbon and we use WordArt to do the title on the very top...make sure you group all of your images together, save them as a picture to a folder that you can locate and then switch back to you Facebook Page.

03:34 Use the 'Insert Cover Photo' option, find your picture and insert it in as a cover photo. When finished, click on 'Save Changes'.

03:43 If you have any questions, please feel free to contact me either by phone or by email.

03:52 *End of Transcript*

Cover Photo Online Resources

- Guidelines for my Page's cover photo: https://www.facebook.com/help/276329115767498
- How to create a cover photo for your Facebook Timeline: http://www.copyblogger.com/timeline-cover-photo/
- 40 Really creative examples for Facebook Timeline Covers: http://www.hongkiat.com/blog/creative-facebook-timeline-covers/

SAISD
Facebook Initiative

RESOURCES

GLOSSARY OF TERMS

A

Account Settings Use your account settings to manage basic account preferences. You can edit your name or email info, change your notifications preferences, turn on extra security features and more.

Activity log Your activity log is a tool that lets you review and manage everything you share on Facebook. Only you can see your activity log.

B

Block You can block someone to unfriend them and prevent them from starting conversations with you or seeing things you post on your Timeline.

Blocked can also mean that Facebook has temporarily restricted you from using a specific feature or multiple features, but you can still access your account.

C

Cover photo Your cover photo is the large picture at the top of your timeline, right above your profile picture.

F

Follow Follow is a way to hear from people you're interested in, even if you're not friends. The Follow button is also a way to fine-tune your News Feed to get the types of updates you want to see.

Friend Friends are people you connect and share with on Facebook

L

Life event When you're filling in your Timeline, you can use the Life Event option to add experiences from the different parts of your life.

Unlike other stories, life events will automatically be starred on your Timeline. They are also public by default, but you can adjust the audience at any time using the audience selector.

Like Clicking Like is a way to give positive feedback and connect with things you care about.

M

Messages Your messages and messages inbox house your ongoing conversations with people on Facebook.

N

News Feed Your News Feed is an ongoing list of updates on your homepage that shows you what's new with the friends and Pages you follow.

Notifications Notifications are email, on-site or mobile updates about activity on Facebook.

P

Page Pages allow businesses, brands and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their pages.

Privacy Policy The Privacy Policy (also known as the Data Use Policy) outlines the information we receive and how we use it.

Page Pages allow businesses, brands and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their pages.

Privacy Policy The Privacy Policy (also known as the Data Use Policy) outlines the information we receive and how we use it.

Privacy settings Your privacy settings let you manage basic privacy preferences. For other stuff you share on Facebook, you can choose your audience right when you post.

Profile On Facebook, your profile is your timeline.

Profile picture Your profile picture is the main photo of you on your timeline. Your profile picture appears as a thumbnail next to your comments and other activity on Facebook.

T

Timeline Your Timeline is your collection of the photos, stories and experiences that tell your story.

Timeline review Timeline review is a tool that lets you approve or reject posts that you've been tagged in before they go on your timeline.

Top story Your top stories are stories published since you last checked News Feed that we think you'll find interesting. They may be different depending on how long it's been since you last visited your News Feed.

Trademark A trademark is a word, slogan, symbol or design (ex: brand name or logo) that identifies and distinguishes the products or services offered by one party from those offered by others.

V

Video Upload short videos to share your experiences.

W

Wall Your Wall is the space on your timeline where you and friends can post and share.

Source:
facebook.com. Glossary of Terms. Retrieved December 3, 2013, from https://www.facebook.com/help/glossary.

SAISD
Facebook Initiative

RESOURCES

FORMS

Administrative Procedures for Electronic Media Use (Social Media, E-mail, Texting)..... 16 - 19
Guidelines for Publishing to the Internet ..... 20 -22
FORM F26-B, Publishing Permission From 23
FORM F26-B/SP 24
FORM F33-A, Permission to Photograph, Videotape, or Audio Record 25
FORM F22-A/SP 26

HELPFUL LINKS

1. SAISD Facebook Initiative User Manual
   http://nova.saisd.net/main/ebooks/SAISD_Facebook_Program/

2. ITLS Facebook Program resource site (contains list of 'active/published' SAISD Facebook Pages)
   https://itlsworkshops.pbworks.com/w/page/74531255/SAISD_Facebook_Program

3. Facebook 'Statement of Rights and Responsibilities'
   https://www.facebook.com/legal/terms

4. Facebook 'Data Use Policy'
   https://www.facebook.com/about/privacy

5. Facebook 'Community Standards'
   https://www.facebook.com/communitystandards

6. Facebook 'Terms and Policies'
   https://www.facebook.com/policies

ELECTRONIC MEDIA USE (SOCIAL MEDIA, E-MAIL, TEXTING)

Overview: This procedure focus on employee use of social media, such as Facebook and Twitter, as well as other forms of electronic media, as defined below. Guidelines for personal use and for use with students are included.

I. GENERAL RESTRICTIONS AND DEFINITIONS

The District's electronic communications system and District-owned electronic equipment, including its network access to the Internet, is exclusively for administrative and instructional purposes. Electronic mail transmissions and other use of the electronic communications systems are not confidential and can be monitored at any time to ensure appropriate use. Employees who are authorized to use the systems are required to abide by the provisions of Board policy, the District's acceptable use policy, and administrative procedures. Failure to do so may result in suspension or termination of privileges and may lead to disciplinary action up to and including termination of employment.

Employees must follow all district policy and procedure governing the use of computers and electronic media, the publishing of student work, and employee conduct, including, without limitation, DH, DIA, CQ, D5, and F26. Employees with questions about electronic media use should contact Instructional Technology and Learning Services.

"Electronic media" includes all forms of social media, including but not limited to text messaging, instant messaging, electronic mail (e-mail), Web logs (blogs), electronic forums (chat rooms), photo or video-sharing Web sites (e.g., YouTube), editorial comments posted on the Internet, and social network sites (e.g., Facebook, Twitter, LinkedIn, Google+, Edmodo). Electronic media also includes all forms of telecommunication such as landlines, cell phones, and Web-based applications.

II. PERSONAL USE OF ELECTRONIC MEDIA

A. **General Guidelines**. As role models for the district's students, employees are responsible for their public conduct even when they are not acting as district employees and even if it is not during employment hours or on district property or equipment. Employees will be held to the same standards in their public use of electronic media as they are for any other public conduct. If an employee's use of electronic media (or the publicity arising out of such use) interferes with the employee's effectiveness at the District or reasonably calls into question the employee's judgment, the employee may be subject to disciplinary action, up to and including termination of employment.

If an employee wishes to use a social network site or similar media for personal purposes, the employee is responsible for and may be subjected to disciplinary action for the content on the employee's page, including content added by the employee, the employee's friends, or members of the public who can access the employee's page, and for Web links on the employee's page. Each case will be investigated on an individual basis. The employee is also responsible for maintaining privacy settings appropriate to the content.

B. **Additional Rules**. An employee who uses electronic media for personal purposes shall observe the following:

- The employee may not set up or update the employee's personal social network page using the district's computers, network, or equipment.

- The employee may not use the district's logo or other copyrighted material of the district (or for which the district is responsible), without written consent from the Superintendent or designee, nor may they reference the district or campus or district employees, parents or students by name or photograph.
- The employee continues to be subject to applicable state and federal laws, local policies, administrative regulations, and the Code of Ethics and Standard Practices for Texas Educators, even when communicating regarding personal and private matters, regardless of whether the employee is using private or public equipment, on or off campus. These restrictions include:
    - Confidentiality of student records. [See Policy FL]
    - Confidentiality of health or personnel information concerning colleagues, unless disclosure serves lawful professional purposes or is required by law. [See Policy DH (EXHIBIT)]
    - Confidentiality of district records, including educator evaluations, private e-mail addresses, social security numbers, and other information made confidential by law. [See Policy GBA]
    - Copyrighted material and restrictions under the U.S. Copyright law [See Policy EFE]
    - Prohibition against harming others by knowingly making false statements about another person or the school system. [See Policy DH (EXHIBIT)]

III. USE OF ELECTRONIC MEDIA WITH STUDENTS

A. **Definitions**. The following definitions apply for the use of electronic media with students:

- "Communicate" means to convey information and includes one-way communication as well as a dialogue between two or more people. A public communication by an employee that is not targeted at students (e.g., a posting on the employee's personal social network page or a blog) is **not** a *communication*; however, the employee may be subject to district regulations on personal electronic communications. See ***Personal Use of Electronic Media***, above. Unsolicited contact from a student through electronic means that the employee does not respond to is not a communication.
- "Certified or licensed employee" means a person employed in a position requiring SBEC certification or a professional license. The term includes but is not limited to classroom teachers, counselors, principals, librarians, paraprofessionals, nurses, educational diagnosticians, licensed therapists, and athletic trainers.
- "Parent" includes a parent, guardian or other person having lawful authority under a court order.
- "Student" means any student currently enrolled in the District.

B. **General Prohibition**. In general, employees are prohibited from using electronic media to communicate with students unless this regulation exempts the employee from this prohibition in whole or in part. In accordance with Board Policy DH(LOCAL), a certified or licensed employee, as defined above, may communicate with students via electronic media without written consent. Any other employee designated in writing by the Superintendent or the campus principal may use electronic media to communicate with students who are currently enrolled in the district. These employees must comply with the provisions outlined below.

C. **Family Exemption**. Subject to revocation by the Superintendent or campus principal (or designees) in the best interest of the district, an employee is exempt from the prohibition against communicating with a

student enrolled in the district via electronic media if the employee is related to the student by consanguinity (blood) within the 3rd degree or by affinity (marriage) within the 2nd degree. This exemption does not relieve the employee from all other applicable requirements of this regulation. In no event shall a communication with a student bring dishonor to the district, the campus, department or the teaching profession.

D. Usage Guidelines. An employee who uses electronic media to communicate with students shall observe the following:

- The employee shall limit communications to matters within the scope of the employee's professional responsibilities or in furtherance of school-related activities. **Note:** An employee may request an exception from the above limitation by submitting a written request to his or her immediate supervisor.
- The employee is prohibited from knowingly communicating with students through a personal social network page unless the employee has created a separate social network page (a "Professional Page") for the purpose of communicating with students. The employee must enable administration and the parents of the participating students to access the employee's Professional Page. The employee must closely monitor the Professional Page's security settings and allow access only to approved participants.
- The employee must receive a signed and completed copy of the Participation in Electronic Media Parent Permission Form [**Form D36-A**] prior to communicating with any student through a form of electronic media that is private or password protected. This includes all emailing or texting (even if more than one person is part of the communication) or any social media format that requires a password or permission to access. A signed Form D36-A from each student participant is not required for public internet communications or postings that do not require the host's permission or a password to access the posted information (e.g., a public Twitter account or public Facebook page).
  .
- Employees who are exempted by this procedure in whole or in part shall likewise monitor their security settings so that electronic communications to students as permitted herein do not thwart the underlying purpose of this procedure by permitting access to such communications that would otherwise be impermissible. A violation of this specific requirement may subject the employee to discipline as if the employee was not exempted from the prohibition against communicating with students via electronic media.
- The employee shall ensure that students are properly using electronic media when communicating with that employee.
- The employee does not have a right to privacy with respect to communications with students and parents.
- Upon request from a supervisor, the employee will provide the phone number, social network site, or other information regarding the methods of electronic media the employee uses to communicate with any one or more currently-enrolled students.
- Upon request from a parent or student, the employee shall discontinue communicating with the student through e-mail, text messaging, instant messaging, or any other form of one-to-one communication.

E. Release of Student Information and FERPA

Employees must be careful not to release any information that constitutes an "education record" under the Federal Education Rights and Privacy Act ("FERPA"). This includes student work, report cards, discipline records, and other student information that is maintained by the District. Original comments or observations

posted on a social media page or composed in an email or text message (by a student or District employee) are not considered official records and so are not subject to FERPA, unless the comments contain information that was obtained from an existing education record (such as the students grades, social security number, etc.) If you have any concerns on this issue, please consult administrative procedure F19 (Family Educational Rights and Privacy Act) or speak to your supervisor.

Attachments: Form D-36A: Participation in Electronic Media Parent Permission Form

References: Board Policies CQ (LEGAL) and CQ (LOCAL); DH (LOCAL) and DH (LEGAL)

Questions regarding this procedure should be addressed to the Instructional Technology and Learning Services Department. Phone: 210.554.2430. Address: 1702 North Alamo Street, San Antonio, Texas 78215.

Guidelines for Publishing to the Internet

Web Publishing Guidelines: Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems for San Antonio ISD

created 2008; rev. 10/21/2013

What Can Be Put Online?

All material posted on District Web sites--including wikis, webpages, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems--must be done only by the district person given authority to do so by the proper administrator.
Appropriate material includes general information about the District, department activities or services, schools, teachers or classes, student projects, and student extracurricular organizations.
Educational resources for staff, students and the community may also be published online if publication rights are specifically purchased or allowed for this purpose.
Personal information, not related to education, will **not** be allowed on SAISD postings.

Recognize The Public Space

Any information posted via campus/department web sites (e.g. Joomla, District video hosting accounts), calendars, wikis and some Moodles should be considered public spaces, accessible on the "open Internet."

Some Online Areas Are SAISD ONLY: How Do You Tell The Difference?

1. **Are you required to enter your SAISD username and password to access content?** If the answer is NO, then this web publishing area should be considered public and accessible by anyone on the Internet.
2. **Are you able to access information from any internet-capable computer** (e.g. from home, a public school library or university) **without using your SAISD username and password?** If YES, then the information should be considered public and available on the Internet.

If you are unsure of whether your web site is public or private, please call the Office of Instructional Technology at (210) 554-2430.

POLICIES AND PROCEDURES

All content published via the Internet must comply with the following:

1. All publications must comply with all state, federal, and international laws concerning copyright, intellectual property rights, and legal uses of network computers.
2. All publications must comply with the Board policies, administrative regulations, these Web Publishing Guidelines, and other District guidelines provided for specific levels of publishing.
3. As an employee of a school or other education institution, you may sometimes access individual student records while performing your official duties. Under the ***Family Educational Rights and Privacy Act (FERPA)***, you are legally and ethically obliged to safeguard the confidentiality of any information they contain. No information in violation of FERPA should be posted to district web sites.
4. All district Web publications will reside primarily on the District's network server/s.
5. The San Antonio Independent School District makes every effort to insure that all links are operational; all information is accurate, appropriate, and of high quality. The District expects that standards are met. The viability of links that are not created through our District cannot be guaranteed.

Web Publishing Expectations:

1. All District Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management System pages should meet goals of high quality in both style and presentation.
2. Correct grammar and spelling are expected. All information must be verifiable.
3. Publications shall be high quality and designed for clarity and readability.
4. Publications must include a statement of copyright when appropriate and indicate that permission has been secured when including copyrighted materials.
5. Publications on the district Web site must identify affiliation with the SAISD and should link back to the main page from the front page of any school or department's main pages.
6. Relevant referencing dates are required on all publications.

7. All publications must include the District email address of the adult maintaining the page.
    - If a student is the publisher, the sponsoring staff member's email must be included as the responsible person.
    - No student email addresses, whether a personal or district account, may be listed on any Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management System page.
    - Only SAISD staff members may act as student sponsors.
8. Commercial use for the pursuit of personal or financial gain is prohibited.

Student Protection:

1. Protection of students and their data is paramount.
2. Electronic postings/pages shall not contain the personal address or phone number of students. **Students' full name may not be used.**
3. Electronic postings/pages shall not display personally identifiable student writing/artwork/photos/videos/audio files unless explicit parental permission has been granted by a parent's signature on the San Antonio Independent School District's form.
    - The signed permission form is required prior to publishing any identifying student writing/artwork/photos/videos/audio files. Each parent permission document must be retained on file as long as the student's information remains online.

Student Permission Forms (Web Publication/Video)

1. Web Publication Parent Permission Form (F26-B) - English version | Spanish version
2. Permission to Video Tape (F33-A) - English version | Spanish version

DIFFERENT LEVELS OF WEB PUBLICATION

These guidelines are to be used as reference and provide specific information regarding Web publishing by staff and students throughout the District. District Web Publishing Guidelines exist for each level and will be used when addressing specific issues relevant to each publisher level, however, every web publisher will read and abide by the Web Publishing Standards for ALL Web Publishers shown above. For more information about these Guidelines or other issues related to Web publishing, please call Instructional Technology and Learning Services at (210) 554-2430.

District Level

The District level refers to main publishing activities which represent the District as a whole, such as overall structure, style, the main "front pages," and general top level information. This level of publishing is conducted by a District Webmaster who carries out the goals of the Website at this level. The District Webmaster works closely with the Director of Communications.

Department Level

Administrative departments (such as Transportation or Personnel, etc.) may publish their own Web pages,Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages as part of the District's Web site. The supervisor or director of each department is responsible for content and maintenance of departmental Web sites, Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages though may designate a department web coordinator who will do the actual authoring of pages. The materials published online is to coincide with that department's printed materials, but may also take full advantage of the resources and structure of the Web, using internal and external links to relevant references thus increasing the effectiveness of the information. The Director of Communications must be consulted prior to uploading publications of a potentially sensitive nature, such as school comparisons or student data. All staff members responsible for updating web site content,Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages , must complete and sign the Web Publisher's Authorization form. The signed and completed form is to be archived by the department administrator and with the Office of Instructional Technology Services.

School Level

Content found in the School Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System pages are the responsibility of the building principal who designates a school Web Coordinator. The school Web Coordinator is responsible to manage the school Web site and monitor class, teacher, student, and extracurricular Web pages. The signed and completed form is to be archived by the campus administrator and with the Office of Instructional Technology Services. This will ensure that all official material originating from the school will be consistent with the district style and content guidelines. At the school level there are guidelines for the various potential contributors to the school's web site and Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management Systems, and are to be used in the publishing process.

Staff Level

Teachers or other staff may create Wikis, Moodles, Calendars, Videos, Discussion Forums, or Content Management System pages for use in class activities or to provide a resource for other teachers or staff members in the District. Staff publishers will be responsible for maintaining their class or educational resource Wiki, Moodle, Calendars, Videos, Discussion Forum, or Content Management System pages.

Staff Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System pages must reflect positively upon the district and department or school. The teacher or staff member must complete, sign, and adhere to the Web Publisher's Authorization form before and while publishing to the web. The Campus Administrator is responsible for the campus web presence and is to be informed of planned publishing activities.

Student Level

Students may create and publish Wikis, Moodles, Calendars, Videos, Discussion Forums, and Content Management Systems pages on the SAISD Web site as part of a class or school sponsored activity. Before a student contributes to a Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System the Permission for Student Web Publishing form must be on file for the academic school year. Material presented on a student Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System must meet the educational objectives of the school-related activity, as well as follow District policy and guidelines. Personal Web pages are not allowed on the San Antonio School District's Web server. Student pages must include the following notice: "This is a student Web page. Opinions expressed on this page shall not be attributed to San Antonio ISD." Student Wiki, Moodles, Calendars, Videos, Discussion Forum, or Content Management System may be removed at the end of the school year unless special arrangements are made.

Material that fails to meet established educational objectives or that is in violation of a provision of Board Policy and Administrative Regulations will be removed. Material may not be removed on the basis of disagreement with the views expressed. Permission for Student Web Publishing forms are located on the ITLS website at http://itls.saisd.net

WEB PUBLISHING GUIDELINES AGREEMENT

I have read and agree to abide by the San Antonio ISD Web Publishing Guidelines and the Acceptable Use Policy. I understand that the District retains all rights to any material that is published on the District network and/or servers. Such material may be edited and/or deleted by the District Webmaster and the Office for Instructional Technology at any time without prior notice or approval by me.

I also agree to keep confidential any usernames and/or passwords that I may have been given that allow access to District Web Publishing.

NOTE: This form is available for *electronic signature only*. You can **read the instructions here on how to accomplish the digital signature.**

Student Permission Forms (Web Publication/Video)

1. Web Publication Parent Permission Form (F26-B) - English version | Spanish version
2. Permission to VideoTape (F33-A) - English version | Spanish version

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Publishing Permission Form

Name of Child: _____ Date: _____

Teacher/Classroom/Department: _____

As part of the educational experience in SAISD, your child has the opportunity to publish and share their work. Student publication offers your child a unique learning opportunity and has the following benefits:

a. Makes class work engaging and exciting.
b. Allows them to receive feedback from other students and teachers outside of their class.
c. Enables students to practice and refine their communication skills.

Our class, throughout the school year, will be publishing student work in the form of print, broadcast, and/or web media. These publications may be shared in a variety of ways, including the following:

a. Writing
b. Hand-drawn or computer-generated artwork
c. Voice recordings
d. Photos
e. Video

YOUR CHILD'S PRIVACY

All efforts will be made to protect your child's privacy:

- No individual photos of your child will be published without your consent.
- No personal information about the student, such as home address or telephone number will be published.
- In some cases, only the student's first name will be used, with your permission.
- A copy of all student work that is published to the internet will be printed and sent home for parents to see.

To publish individual student writing, photos, voice and artwork, parent or legal guardian permission is required. Please complete the section below and return by: _____.

I understand that my child's writing, artwork, and/or class photo will be considered for publication in _____ (organization). I grant the following permissions:

Please check ***Yes*** or ***No*** below.

You have my permission to publish:

☐ Yes ☐ No My child's **writing**.

☐ Yes ☐ No My child's **artwork**.

☐ Yes ☐ No My child in a group or individual **photo**.

☐ Yes ☐ No My child in a group or individual **video**.

☐ Yes ☐ No My child's **FIRST** name **ONLY**.

Print Parent Name: _____

Parent's Signature: _____ Date: _____

I, _____ *(student),* also give my permission for such publishing.

Student's Signature: _____ Date: _____

San Antonio Independent School District does not discriminate on the basis of race, religion, color, national origin, gender, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended.

DISTRITO ESCOLAR INDEPENDIENTE DE SAN ANTONIO

FORMULARIO DE PERMISO PARA PUBLICACIÓN EN LA WEB

Nombre del Niño/a: _____ Fecha: _____

Maestro (a)/Salón de Clases: _____

Como parte de la experiencia educativa en el SAISD, a su hijo/a se le da la oportunidad de publicar y compartir su trabajo a través de la Internet. La publicación en la Web le ofrece a su hijo/a una oportunidad única de aprendizaje y tiene los siguientes beneficios:

a. Hace que el trabajo en la clase sea estimulante e interesante.
b. Les permite recibir opiniones de otros estudiantes y profesores que no sean de su clase.
c. Permite a los estudiantes practicar y refinar sus habilidades de comunicación.

Durante el año escolar, nuestra clase estará publicando el trabajo estudiantil en la Internet. Estas publicaciones se pueden compartir de varias maneras, incluyendo las siguientes:

a. Escritos
b. Trabajos artísticos hechos a mano o generados por computadora
c. Grabaciones de voz
d. Fotografías
e. Video

LA PRIVACIDAD DE SU HIJO/A
Se hará todo lo necesario para proteger la privacidad de su hijo/a:

- No se publicará ninguna fotografía individual de su hijo/a sin el consentimiento de usted.
- No se publicará ninguna información personal del estudiante, tal como la dirección de su casa o el número de teléfono.
- En algunos casos, con el permiso de usted, solamente se usará el nombre del estudiante sin apellido.
- Se imprimirá una copia de todo el trabajo estudiantil que sea publicado en la Internet y se enviará a la casa para que los padres la vean.

Se requiere el permiso del padre/madre o tutor legal para publicar escritos, fotografías, voz y trabajos artísticos individuales del estudiante. Por favor llene la sección de abajo y devuélvala a más tardar el: _____.

Entiendo que los escritos, los trabajos artísticos y/o la fotografía de la clase serán considerados para publicarse en la Internet. Concedo los permisos siguientes:

Por favor marque abajo ***Sí*** o ***No*.**
Tienen mi permiso para publicar:

☐ Sí ☐ No Los **escritos** de mi hijo/a.
☐ Sí ☐ No Los **trabajos artísticos** de mi hijo/a.
☐ Sí ☐ No La **fotografía** en grupo o individual de mi hijo/a.
☐ Sí ☐ No El **video** en grupo o individual de mi hijo/a.

☐ Yes ☐ No **SOLAMENTE** el **NOMBRE SIN APELLIDO** de mi hijo/a.

Nombre del Padre/Madre en letra de molde: _____

Firma del Padre De familia: _____ Fecha: _____

También yo, _____ *(estudiante),* doy mi permiso para tal publicación.

Firma del Estudiante: _____ Fecha: _____

Es norma del Districto Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo require el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

July 2006 FORM F26-B/ SP

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISSION TO PHOTOGRAPH, VIDEOTAPE OR AUDIO RECORD

Campus: _____ Principal's Name: _____

Purpose:

_____

_____

_____

Description of the Activity:

_____

_____

Date(s) of Activity: _____

Signature of Teacher/Sponsor: _____ Date: _____

☐ Approved ☐ Does require parent permission
☐ Not approved ☐ Does not require parent permission

Signature of Principal: _____ Date: _____

School: _____ Phone Number: _____

Student's Name *(Please print):* _____ Grade: _____
Last First Middle

Parent/Guardian's Name: _____ Date: _____

Address: _____ Zip Code: _____

Home Phone: _____ Work Phone: _____

As the parent or guardian of the above-named student, I hereby grant permission to photograph, videotape or record my child for this purpose.

Signature of Parent/Guardian: _____ Date: _____

Please return this signed form to your child's school.

Original - Principal *Copy - Requestor*

San Antonio Independent School District does not discriminate on the basis of race, religion, color, national origin, gender, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended.

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISO PARA FOTOGRAFIAR, VIDEOGRABAR O GRABAR AUDIO

Escuela: _____ Nombre del Director: _____

Propósito:

_____

_____

_____

Descripción de la Actividad:

_____

_____

_____

Fecha (s) de la Actividad: _____

Firma del Maestro / Patrocinador: _____ Fecha: _____

☐ Aprobado ☐ Requiere permiso del padre / madre
☐ No aprobado ☐ No requiere permiso del padre / madre

Firma del Director: _____ Fecha: _____

Escuela: _____ Teléfono: _____

Nombre del Estudiante
(Letra de molde): _____ Grado: _____
Apellido Primer Nombre Segundo Nombre

Nombre del Padre/Madre/Tutor: _____

Dirección: _____ Código Postal: _____

Teléfono de la Casa: _____ Teléfono del Trabajo: _____

Como el padre / madre o tutor del estudiante antes mencionado, yo doy permiso para fotografiar, video grabar o grabar audio de mi hijo(a) para este propósito.

Firma del Padre/Madre/Tutor: _____ Fecha: _____

Por favor firme y regrese esta forma a la escuela de su hijo(a).

Original - Director *Copia -Requirente*

Es norma del Districto Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, origen nacional, gènero o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo requiere el Título VI de la Ley de Derechos Civiles de 1964, según enmienda; el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.

SAISD
Facebook Initiative

FACEBOOK INITIATIVE SUMMARY

PURPOSE

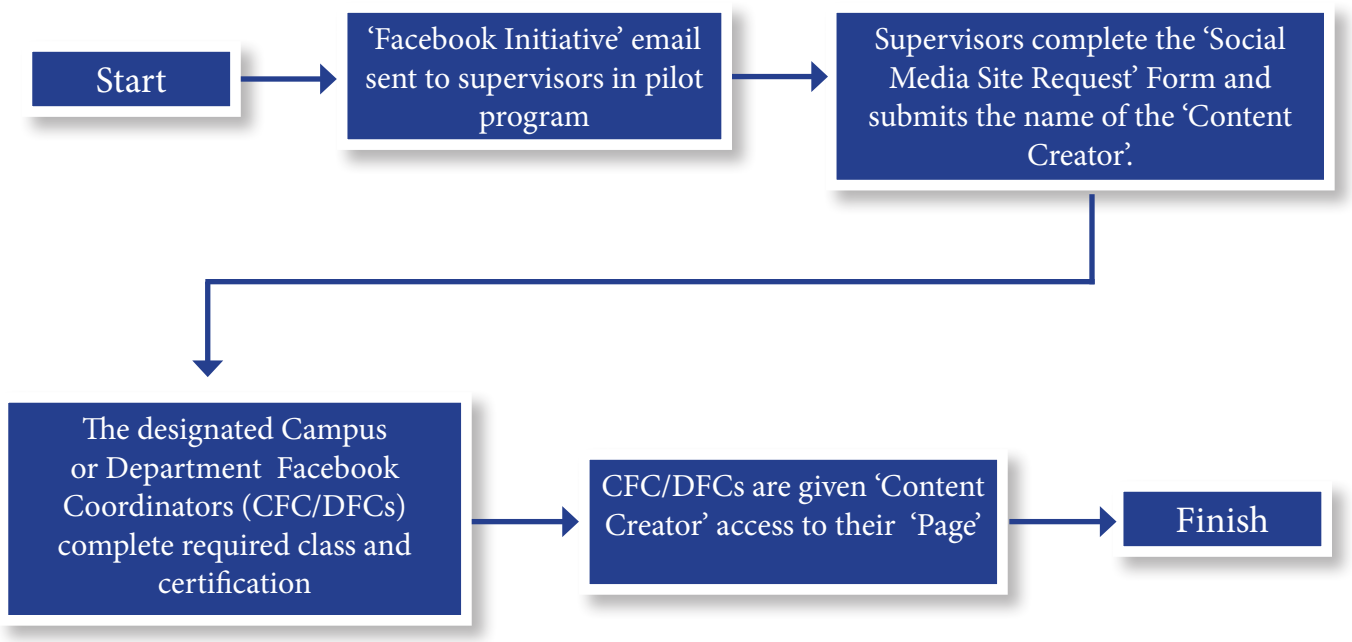
Facebook can be a powerful communication tool for SAISD campuses, departments and programs, allowing each to relay key messages to a virtual audience and to build community in the process. Given the widespread popularity and use of Facebook, we want to make this tool accessible to our employees as one way of communicating with parents, community members and other key stakeholders. However, it's important to remember that Facebook should complement, not replace other channels of communication with stakeholders, such as letters home, PENS telephone messages and the campus, department or program website.

SYSTEM USED

The District will use a Facebook account created under the 'saisdsocialmedia@saisd.net' email account to create each campus, department and program page. Since these pages are created under the main 'saisdsocialmedia' account, the District will be able to administer the access to each page.

Campus, Department, or Program supervisors or their designated personnel that have completed the 'Facebook Initiative' class will be granted 'Content Creator' access to their Page. *A Facebook Content Creator can edit the Page, send messages and create posts as the Page, create ads and view insights.*

PROCESS


Start
'Facebook Initiative' email sent to supervisors in pilot program
Supervisors complete the 'Social Media Site Request' Form and submits the name of the 'Content Creator'.
The designated Campus or Department Facebook Coordinators (CFC/DFCs) complete required class and certification
CFC/DFCs are given 'Content Creator' access to their 'Page'
Finish

SAISD
Facebook Initiative

EMAIL TO SUPERVISORS

To: Supervisors in the 'Facebook Initiative' pilot program

Subject: Welcome Pilot Participants to the official start of the District's Facebook program!!

Greetings;

Facebook can be a powerful communication tool for SAISD campuses, departments and programs, allowing each to relay key messages to a virtual audience and to build community in the process. Given the widespread popularity and use of Facebook, we want to make this tool accessible to our employees as one way of communicating with parents, community members and other key stakeholders.

However, it's important to remember that Facebook should complement, not replace other channels of communication with stakeholders, such as letters home, PENS telephone messages and the campus, department or program website.

This year, the District is starting a 'Facebook Initiative' pilot program with a select number of campuses, departments and programs. If you would like to participant in the pilot program, please complete the attached 'Social Media Site Request' form and send the name and email of your Facebook Content Creator to Tonya Mills, tmills@saisd.net.

Program description:
The District will create and grant access to individual campus, department, program Facebook pages. Your page will officially represent the District and will require the designation of a 'Facebook' Content Creator that will complete a 'Facebook Initiative' certification class. Once complete, they will be granted 'Content Creator' access to your campus, department, program Page.

Note: A Facebook Content Creator can edit the Page, send messages and create posts as the Page, create ads and view insights.

Class topics include:

- Introduction to Facebook
- Review and discuss Facebook's Terms and Data Use Policy
- Creating your Facebook account (using your SAISD email)
- Your role as a Facebook 'Content Creator'

- Logging into your campus/department/program Facebook Page
- Editing your Facebook Page information
- Creating content on your Timeline
- Adding your Facebook Cover Photo

If you have any questions, please feel free to contact the Office of Instructional Technology and Learning Services at 554-2430.

Respectfully,

Tonya Mills
Technology Integration Coordinator
Instructional Technology Services
1702 North Alamo Street
San Antonio, TX 78215

Office: (210) 554-2430
Fax: (210) 288-3097
Email: tmills@saisd.net
Website: http://itls.saisd.net/

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT
Office of Instructional Technology and Learning Services
1702 North Alamo St., San Antonio, Texas 78215-1213
Telephone (210) 554-2430 Fax (210) 886-9478

Social Media Site Request Form for Campuses, Departments & Programs

The District's electronic communications system and District-owned electronic equipment, including its network access to the Internet, is exclusively for administrative and instructional purposes. Electronic mail transmissions and other use of the electronic communications systems are not confidential and can be monitored at any time to ensure appropriate use. Employees who are authorized to use the systems are required to abide by the provisions of Board policy, the District's acceptable use policy and administrative procedures. Failure to do so may result in suspension or termination of privileges and may lead to disciplinary action up to and including termination of employment.

Submit request form via pony or fax to the Office of Instructional Technology and Learning Services.

Purpose of site: ☐ **Department/Program** ☐ **School/Campus**

Please Print

First Name	**MI**	**Last Name**
Job Title	**Email Address**	
Organization Number	**Department/Campus Name**	
Telephone No.		**Extension**

Department Head/Principal approval is required for this request.

The requestor must agree to the guidelines below in order to establish an official District Facebook page.

GUIDELINES

1. The employee agrees to abide by the Electronic Media Use (Social Media, E-Mail, Texting) administrative procedure [D36].
2. The employee agrees to receive a signed and completed copy of the Participation in Electronic Media Parent Permission Form [**Form D36-A**] prior to communicating with any student through a form of electronic media that is private or password protected.
3. The employee agrees to abide by the District's Web Publishing Guidelines:https://saisd.pbworks.com/w/page/12802142/Guidelines%20for%20Publishing%20to%20the%20Internet
4. The employee completes the 'Campus/Department/Program Facebook Initiative' course offered by the Office of Instructional Technology and Learning Services.

_____
Applicant Signature

_____
Date

_____
Department Head/Principal Signature

_____
Date

For Technology Use Only:

☐ APPROVED ☐ DISAPPROVED By: _____ Date:_____

Date Received:	Date Completed:	Created By: